


U.S. MILITARY ACADEMY BLACK KNIGHTS


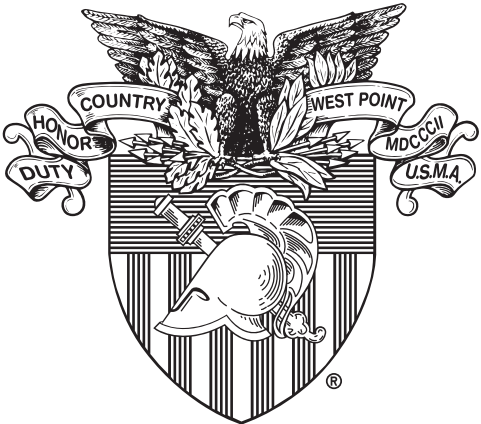


PRIMARY MARK			
			
1	2	3	4
SECONDARY MARK		PEELABLES	
			
5	6	7	8
PEELABLES			
			
9	10	11	12
SECONDARY MARKS		CLASSIC "A"	
			
13	14	15	16

COLOR INFORMATION		
You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications, "PANTONE" is a registered trademark of PANTONE, Inc.		
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
ARMY GOLD ARMY GRAY ARMY BLACK WHITE	PANTONE 465 PANTONE COOL GRAY 5 PANTONE PROCESS BLACK WHITE	MADEIRA 1255 MADEIRA 1011 BLACK WHITE
ARMY GOLD	ARMY GRAY	ARMY BLACK

NOTE: The marks of The U.S. Military Academy are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

VERBIAGE		GENERAL INFORMATION	
Black Knights ® United States Military Academy ® U.S. Military Academy ® West Point ® USMA ® Military Academy™ Army Black Knights™ Army Lady Knights™ Army Baseball™ Army Basketball™ Army Cross Country™ Army Football™ Army Hockey™ Army Lacrosse™ Army Rifle™ Army Soccer™	Army Softball™ Army Swimming™ Army Tennis™ Army Track™ Army Volleyball™ Army Wrestling™ Duty, Honor, Country™ The Long Grey Line™	LOCATION: WEST POINT, NY MASCOT: BLACK KNIGHTS, LADY KNIGHTS MASCOT NICKNAME: N/A	ESTABLISHED DATE: 1802 CONFERENCE: PATRIOT LEAGUE FOOTBALL CONFERENCE: CONFERENCE USA (C-USA)
		INSTITUTIONAL MARK COLORS	
		CREST BLUE PANTONE 286 CREST GOLD PANTONE 109 CREST GREEN PANTONE 339 CREST RED PANTONE 199 CREST BROWN PANTONE 470 CREST BLACK PANTONE PROCESS BLACK	

INSTITUTIONAL MARK	
	
17	18
Effective October 1, 2003, the use of this logo will require a special license and a 10% royalty.	Effective October 1, 2003, the use of this logo will require a special license and a 10% royalty.

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	X		
• Alterations to seal permitted:		X	
• Overlaying / intersecting graphics permitted with seal:		X	
• University licenses consumables:	X		
• University licenses health & beauty products:	X		
• University permits numbers on products for resale:	X		
• Mascot caricatures permitted:	X		
• Cross licensing with other marks permitted:	X		
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			

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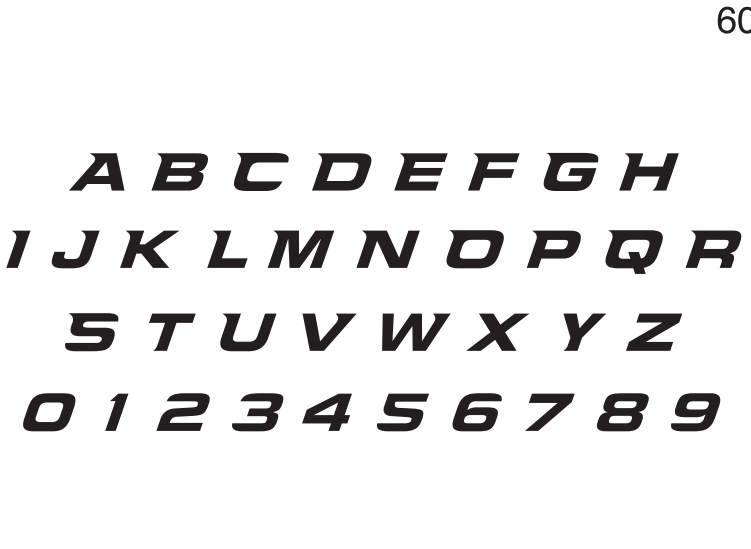


SPORT SPECIFIC MARKS			
			
19	20	21	22
			
23	24	25	26
			
27	28	29	30
			
31	32	33	34
			
35	36	37	38
			
39	40	41	42
			
43	44	45	46
			
47	48	49	50
			
51	52	53	54
			
55	56	57	58

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CUSTOM LETTERS AND NUMBERS	
	
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